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CableVision

RMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

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EDITOR ACQUISITIONS SRI
4520 EAST WEST HWY 483
BETHESDA MD 20814

HERITAGE MOVE PORTENDS ROLLINS TAKEOVER

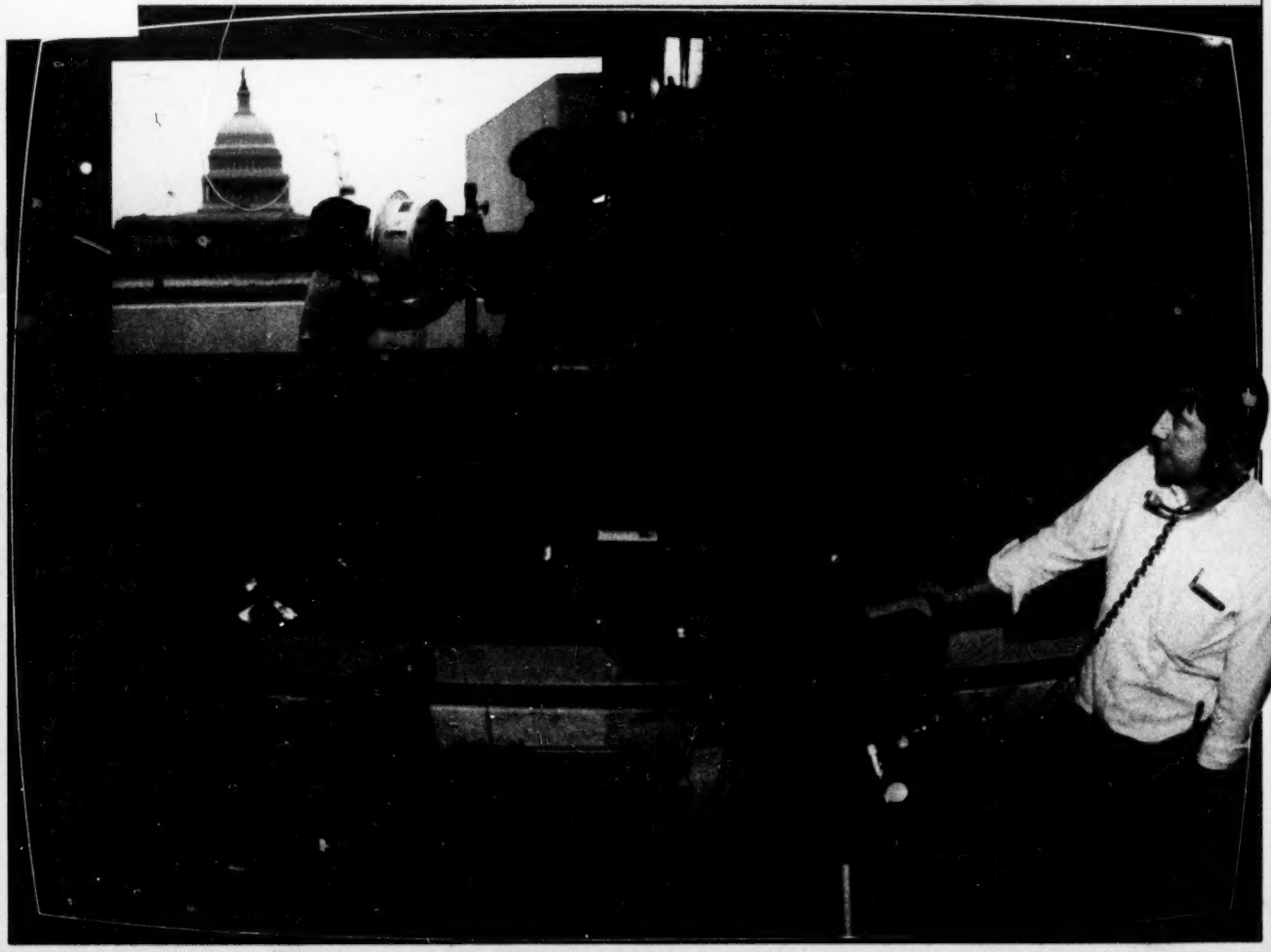
ALTERNATIVE TO 4TH NETWORK APPROACH GAINING SUPPORT

PERATOR INVOLVEMENT IN PROGRAMMER MARKETING ON RISE

CSR TRAINING AIMS AT IMPROVING SALES SKILLS

TAX REFORM AND CABLE: AN ANALYSIS

TESTING C-SPAN'S PERSUASIVE POWERS: FIRST THE SENATE, NOW THE MSO'S



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Some executives are discussing abandoning the flagship channel idea in favor of a multiple-network programming fund.

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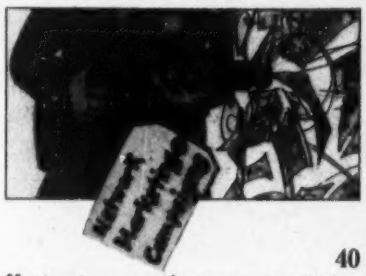
MARKETING



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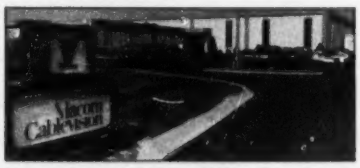

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C-SPAN challenge 22
C-SPAN's impact on the American political arena has reached a new high with its penetration of both houses of Congress. Its next step will be to convince the MSOs to carry another public affairs channel. Photo by Associated Press. Inset by Nan Gibson.

Film product comparison—June

Film	Pay Networks					Distributor
The Adventures of Buckaroo Bonzai	(HBO)	(ST)	TMC	(HTN)		20th Century-Fox
The Adventures of Marco Polo		ST				Goldwyn
The Adventures of A Private Eye		ST				Miramax
Airplane!	HBO				(MAX)	Paramount
All of Me		(ST)	(TMC)	(HTN)	MAX*	Universal
Almos' A Man		ST				Cinema Signal
Alphabet City	HBO		TMC*		(MAX)	Atlantic
Amadeus		ST*	(TMC)			Paramount
Amateur, The	HBO				(MAX)	20th Century-Fox
Android	(HBO)	(ST)			MAX	Castle Hill
Angelo, My Love			TMC			Film Gallery
Another Country			TMC		(MAX)	Orion
Arthur					MAX*	Warner Bros.
Ask Any Girl			(TMC)		MAX	MGM/UA
"Auntie Mame"					MAX*	Warner Bros.
Baby...The Secret of the Lost Legend	HBO					Disney
Bachelor Party	(HBO)	ST*			(MAX)	20th Century-Fox
Bad Boys					MAX	Thorn/EMI
Bells Are Ringing		(ST)			MAX	MGM/UA
A Big Hand for the Little Lady				HTN		Warner Bros.
Birdy					MAX	Goldwyn
Bishop's Wife, The			(TMC)		MAX	Goldwyn
Bitter Harvest		ST			(MAX)	Viacom
Blackout	HBO					Peregrine
Blame It on the Night	HBO*					Tri-Star
Blood Simple	HBO		(TMC)			Circle Releases
Border, The		ST			(MAX)	Universal
Bostonians, The	(HBO)		TMC*			Almi
A Boy and His Dog					MAX	Film Gallery
The Brasher Doubloon			TMC			20th Century-Fox
Brass Ring, The		(ST)	TMC	(HTN)		Film Gallery
Brewster's Millions	(HBO)	(ST)	(TMC)	HTN*	(MAX)	Universal
Bring On the Girls				HTN		Universal
Buddy Holly Story, The					MAX	Columbia
Caddyshack		ST			MAX	Warner Bros.
Camelot			(TMC)		MAX*	Warner Bros.
Cannonball Run II	(HBO)		TMC*	HTN	(MAX)	Warner Bros.
Candidate, The			(TMC)	HTN	(MAX)	Warner Bros.
Careful, He Might Hear You	HBO	ST				20th Century-Fox
Ceiling Zero		ST				MGM/UA
Chatanooga Choo Choo	HBO*		TMC			April Fool
Cheech & Chong's Nice Dreams					MAX	Columbia
Children of The Corn	HBO*	ST			(MAX*)	New World
Cimarron			(TMC)		MAX	MGM/UA
City On Fire	HBO					International
City Heat		(ST)		HTN*	(MAX)	Warner Bros.
Cloak & Dagger		(ST)	TMC	(HTN)	(MAX)	Universal
Cold Feet			TMC			Film Gallery
Comfort and Joy	(HBO)	ST	(TMC)		(MAX)	Universal
Conan the Destroyer	HBO	(ST)		(HTN)		Universal
Condemned		(ST)	TMC			Goldwyn
Covergirl	(HBO)				MAX	New World
Crooks and Coronets					MAX	Warner Bros.
D.A.R.Y.L.			TMC*			Paramount
Desparate Search		ST				MGM/UA
Devil To Pay, The		ST				Goldwyn
Dodsworth					MAX	Goldwyn
Double Man, The			TMC*			Warner Bros.
Draw!	HBO					Wholestar
Dreamscape	(HBO)			(HTN)	MAX	20th Century-Fox
Dusty		ST				Castle Hill
Easy Rider	HBO*	(ST)	(TMC)	(HTN)	(MAX)	Columbia
Electric Dreams		(ST)		HTN		MGM/UA
An Enemy of The People				HTN		Warner Bros.
Entre Nous			TMC			MGM/UA
Escape From El Diablo			TMC			The Movie Store
Everything You Always Wanted to Know About Sex But Were Afraid to Ask	HBO*				(MAX)	MGM/UA
Evil That Men Do, The	(HBO)				MAX	Tri-Star
Evil Under The Sun	(HBO)				MAX	Thorn/EMI
Explorers		ST	TMC			Paramount
Family Business		ST				Weiner Bros.
Fandango	(HBO)	ST*	(TMC)			Warner Bros.
Father of the Bride			(TMC)		MAX*	MGM/UA
Felicity		ST				Satori
Final Option, The	HBO		TMC			MGM/UA
Fire On The Mountain	(HBO)				MAX	Columbia
F.I.S.T.		(ST)	TMC	HTN*	MAX*	MGM/UA
Flamingo Kid, The	(HBO)	(ST)	(TMC)	(HTN)	MAX	Universal
Flashpoint					MAX	Silver Screen
Friday the 13th			TMC			Paramount
Friday the 13th, Pt. II			TMC			Paramount
Friday the 13th, Part III			TMC			Paramount
Friday the 13th—The Final Chapter			TMC*			Paramount
Friday The 13th: A New Beginning		(ST)	TMC*			Paramount
The Gang That Couldn't Shoot Straight		ST				MGM/UA
Gimme An "F"		ST*			(MAX)	20th Century-Fox
The Glitterdome	HBO					Telepictures
Goodbye New York					MAX	Castle Hill
Gotcha!	(HBO)	(ST)	(TMC)	HTN*		Universal
Grandview U.S.A.					MAX	CBS
Grease		ST	TMC		MAX	Paramount
Gremlins	HBO	ST	TMC		MAX	Warner Bros.
Greystoke	(HBO)	(ST)	TMC	(HTN)	(MAX)	Warner Bros.
Guardian, The	HBO					R. Cooper
Gunn			TMC			Paramount
Hambone and Hillie			TMC	(HTN)	(MAX)	New World
Hamnett			TMC			Warner Bros.
Hanky Panky	HBO					Columbia
Hans Christian Andersen	HBO	ST				Goldwyn
Happy Birthday To Me	HBO*					Columbia
Hard To Hold	(HBO)	(ST)	TMC*	HTN*		Universal
Harold and Maude			TMC			Paramount
Harry-O			TMC			Warner Bros.
Heartland			TMC*			Goldwyn
Heidi		ST		(HTN)		Warner Bros.
Hey Babe!			TMC*			Carolco
History of the World, Pt. 1	HBO	(ST)				20th Century-Fox
Hollywood Hot Tubs			(TMC)		MAX	Seymour Borde
Home From The Hill	(HBO)	ST			(MAX)	MGM/UA
The Hunter		(ST)			MAX*	Paramount
Hysterical	HBO*					Cinema Group
Incredible Shrinking Woman, The		(ST)		HTN*		Warner Bros.
In-Laws, The	(HBO)	ST	(TMC)	HTN*		Warner Bros.
In Love With An Older Woman	HBO					Viacom
Intermezzo				HTN		Warner Bros.
Into The Night		(ST)	(TMC)		MAX	Universal
Irreconcilable Differences	(HBO)	(ST)		HTN*	MAX	Warner Bros.
It Started With A Kiss					MAX	MGM/UA
I Want You			TMC			Goldwyn
Jigsaw Man			TMC		(MAX)	UFD
Joey	HBO		TMC			Satori
Joy of Sex, The		(ST)	TMC*			Paramount
Just The Way You Are	(HBO)	(ST)	TMC*	(HTN)	MAX	MGM/UA
Karate Kid, The	(HBO)				MAX*	Columbia
Kelly	HBO	ST	(TMC)		(MAX)	Paramount
Kind Lady		ST				MGM/UA
King David		(ST)	TMC*			Paramount
Last Married Couple In America, The	HBO		(TMC)			Universal
Last Starfighter, The	HBO	ST		(HTN)	(MAX)	Universal
Learning Tree, The			(TMC)	HTN		Warner Bros.
Little Foxes, The		ST	(TMC)		MAX	Goldwyn
Looker			TMC			Warner Bros.
Lost In America	HBO	ST	TMC			Warner Bros.
Love Letters		(ST)	(TMC)		MAX*	New Horizons
A Love In Germany					MAX	Columbia
Love Scenes					MAX	Playboy Video
Making The Grade	HBO		TMC*		(MAX)	MGM/UA
Man Who Saw Tomorrow, The	HBO			(HTN)	(MAX)	Warner Bros.
Mass Appeal		(ST)	(TMC)	HTN	(MAX)	Universal
Mike's Murder		ST				Warner Bros.
Mike & Nicky			TMC			Paramount
Misunderstood	HBO		TMC*	(HTN)		MGM/UA
Model Behavior		ST			(MAX)	Ho-Tel Inc.
Mom, The Wolfman and Me	HBO					TLF
Monsieur Verdoux			TMC		MAX*	20th Century-Fox
The Muppets Take Manhattan	HBO				(MAX)	Tri-Star
My Favorite Wife					MAX	RKO Pictures
My Science Project	HBO					Disney
Mystery Island		ST	(TMC)			Satori
Mystery Mansion	HBO*					PIE
1984	HBO		TMC			Atlantic
9 to 5	HBO	(ST)	(TMC)	HTN*	(MAX)	20th Century-Fox
The Neverending Story	HBO			HTN	(MAX)	Warner Bros.
Never So Few		(ST)			MAX	MGM/UA
Night Hawks			TMC			Universal

Film	Pay Networks					Distributor
Night of the Juggler			TMC			Viacom
Night of the Shooting Stars			TMC*			Warner Bros.
Night School			TMC			Lorimar
Ninja III: The Domination	HBO				(MAX)	Cannon Films
No Big Deal		ST				Film Gallery
Norma Rae	HBO*	(ST)	(TMC)	(HTN)		20th Century-Fox
Nutcracker	HBO	ST				Almi
Old Enough	(HBO)		TMC			Film Gallery
Once Upon A Time In America	(HBO)		TMC			Warner Bros.
Opposite Sex, The		ST				MGM/UA
Othello				HTN		Warner Bros.
Our Very Own		(ST)	TMC			Goldwyn
Out of the Past					MAX	RKO Pictures
Oxford Blues		ST	(TMC)	(HTN)		MGM/UA
Paradine Case, The				HTN*		ABC Video
Partners					MAX	Paramount
Percy			TMC			Viacom
Perfect					MAX	Columbia
Phar Lap	(HBO)	(ST)	TMC	HTN*		20th Century-Fox
Philadelphia Experiment, The				(HTN)	MAX	New World
Pope of Greenwich Village, The		ST			(MAX)	MGM/UA
Porky's	(HBO)		TMC		(MAX)	20th Century-Fox
Portrait of Jennie				HTN		ABC Video
Protocol	(HBO)	ST	(TMC)	HTN*	(MAX)	Warner Bros.
Purple Rain	HBO		(TMC)		(MAX)	Warner Bros.
Pygmalion			(TMC)		MAX	New Century
Rabbit, Run			(TMC)		MAX	Warner Bros.
Rachel & The Stranger				(HTN)	MAX	RKO Pictures
Rare Breed	HBO				(MAX)	New World
Raw Courage	HBO		(TMC)			New World
Rebecca				HTN*		ABC Video
Red Dawn	(HBO)	(ST)		HTN*		MGM/UA
Repo Man	(HBO)	(ST)	TMC*		(MAX)	Universal
Return of Martin Guerre, The			TMC			European Int'l
Return of the Tall Blond Man With One Black Shoe, The			TMC*			Brenner
Reuben, Reuben	(HBO)*		TMC			20th Century-Fox
Rhinestone	(HBO)	(ST)	TMC	(HTN)	(MAX)	20th Century-Fox
Ride Vaquero		ST			(MAX)	MGM/UA
Rio Bravo				HTN	(MAX)	Warner Bros.
River, The		ST		HTN*	(MAX)	Universal
Roadhouse 66			TMC		(MAX)	Atlantic
Rocky	(HBO)	(ST)	TMC*	HTN*	(MAX)	MGM/UA
Romancing The Stone	(HBO)	(ST)	TMC	(HTN)	MAX*	20th Century-Fox
Romantic Comedy	HBO	(ST)	(TMC)		(MAX)	MGM/UA
Royal Wedding	(HBO)		TMC		(MAX)	MGM/UA
Saint Elmo's Fire	HBO					Columbia
Savannah Smiles	(HBO)		TMC*		(MAX)	Embassy
Secret Admirer					MAX	Orion
Secret Honor			TMC*			Cinecom
Seems Like Old Times					MAX	Columbia
Sensuous Nurse, The		(ST)	TMC		(MAX)	Castle Hill
Sentimental Journey					MAX	20th Century-Fox
Sex With The Stars					MAX	Film Gallery
Shogun Ninja		ST*				Muller Media
Shooting Party, The			TMC			Gavin Films
Sinbad The Sailor					MAX	RKO Pictures
Skirts Ahoy!		ST				MGM/UA
Slow Burn		ST				Showtime
Songwriter					MAX	Tri-Star
Sounder		ST	(TMC)			UPA
Stalking Moon, The			(TMC)		MAX	Warner Bros.
Stardust					MAX	Columbia
Star Trek III		(ST)	TMC			Paramount
Stone Boy, The	HBO		TMC	(HTN)	(MAX)	20th Century-Fox
Stratton Story, The			(TMC)		MAX*	MGM/UA
Streets of Fire			TMC*	(HTN)	(MAX)	Universal
Sure Thing, The	(HBO)	ST*				Embassy
39 Steps, The			TMC*		(MAX)	New Century
Talk To Me	(HBO)		(TMC)	HTN		Atlantic
Tall In The Saddle					MAX	RKO Pictures
Tarzan The Ape Man		ST*				MGM/UA
Tender Mercies					MAX	Thorn/EMI
These Three					MAX	Goldwyn
They're Playing With Fire			TMC*			New World
Thing, The					MAX	RKO Pictures
Tightrope		ST*	(TMC)		MAX*	Warner Bros.
To All A Goodnight		ST*				Intercontinental
Tomboy	HBO				(MAX)	Crown Int'l
Too Scared To Scream	(HBO)				MAX	The Movie Store
Touched by Love					MAX	Columbia
Toy Soldiers			TMC			New World
Treasure of The Four Crowns					MAX	Cannon Films
Tuff Turf	(HBO)				MAX	New World
Turk 182!	(HBO)	(ST)	(TMC)		MAX	20th Century-Fox

Elizabeth Taylor & Spencer Tracy in 'Father Of The Bride.'

Film	Pay Networks					Distributor
Untamed				HTN		Universal
Up In Arms			TMC			Goldwyn
Ups and Downs		(ST)	TMC			David Armstrong
Vamping			TMC			Atlantic
Venus					MAX	Goldfarb
Victor, Victoria			TMC		(MAX)	MGM/UA
View To A Kill, A	HBO			HTN	MAX	MGM/UA
VisionQuest	HBO	ST	TMC			Warner Bros.
Walk Proud	HBO*			(HTN)		Universal
Weekend Pass	HBO*		TMC			Crown
Westerner, The		(ST)			MAX*	Goldwyn
Who's Afraid of Virginia Woolf			(TMC)	HTN		Warner Bros.
Wild Life, The	(HBO)		(TMC)		MAX	Universal
Wild Swans, The				HTN		Turner Program Service
Windwalker	HBO		TMC			Pacific Int'l
Wizards			TMC			20th Century-Fox
Wonder Man			TMC*		(MAX)	Goldwyn
Wuthering Heights			(TMC)		MAX	Goldwyn
Ziegfeld: The Man and His Women	(HBO)					Columbia

Cable Network Legend:
HBO-Home Box Office
ST-Showtime
TMC-The Movie Channel
HTN-Home Theater Network
MAX-Cinemax

- Networks in parentheses indicate carriage in January, February, March, April and/or May.
- An asterisk indicates the film is a carry-over from January, February March, April and/or May.
- In total, 258 films appear on the June schedules of Home Box Office, Showtime, The Movie Channel, Home Theater Network and Cinemax. Of those titles, during the last six months, 10 films have played on all five services, 19 films have played on four of the five services, 37 films have played on three services and 77 films on two of the five services. One hundred and fifteen titles were unduplicated in the last six months.
- The motion picture distributor with the most titles on pay TV this month is Warner Bros. with 39, followed by MGM/UA with 33, Universal with 22, 20th Century-Fox with 20 and Paramount with 19.

Franchising calendar

This chart examines the franchise status of communities since May 1986.

California
Cerritos—request for proposals issued.
Chino—award to Marsh Media.
Claremont—tentative agreements to award franchise to Masada Corp.
East Yolo—award to Sonic Cable 7/85 (10,000 homes).
La Puente—award to United Cable 11/28/84 (8,600 homes).
Los Altos—awarded to United Cable 12/84 (9,000 homes).
Palo Alto—awarded 10/7/85 to Cable Communications Cooperative of Palo Alto.
Rosemead—award to Falcon Communications 2/26/85 (14,000 homes).
South Monrovia—award to Falcon Communications 9/18 (5,400 homes).

Delaware
Wilmington—commission's recommendation under review by City Council.

District of Columbia
Washington, D.C.—award to District Cablevision 7/10/84 (254,000 homes).

Illinois
Chicago—Area I award to Communications and Cable (300,000 homes).
Countryside—award to Cablevision of Chicago 6/13/84 (2,200 homes).
Elmwood Park—award to Continental Cable 12/17/84 (9,500 homes).
Naperville—award to Rite Cable Co. of Illinois Limited. Rite Cable of Illinois also awarded unincorporated areas of DuPage County. (17,500 homes).
St. Charles, Geneva—award to Centel 7/2/84 (10,000 homes).
Wheaton—award to Centel 7/2/84 (16,000 homes).
Winnetka—survey showed interest in cable insufficient to warrant franchise.
Woodbridge—terminated franchising process (260 homes).

Kentucky
Fulton—award to TCI 12/13/84 (2,400 homes).
Loretto—terminated franchise process.
New Haven—award to First PIC.

Maryland
Baltimore—award to United Cable 12/19/84 (302,000 homes).

Missouri
St. Louis—award to STL Cablevision Partners Inc. (75% of city) and St. Louis City Communications (25% of city) 4/11/84 (178,000 homes).

New York
Mt. Upton—terminated franchise process.
North Salem—award to Community Cable Services 12/84 (1,100 homes).

North Carolina
Davie County—award to Summit Cable.
Jackson—award to Cable East (400 homes).

Ohio
Avon—award to Space Cable of Ohio 4/84 (2,000 homes).
Cleveland—franchise awarded to Northcoast Cable 7/85.
Oberlin—preliminary award to Oberlin Cable Co-op 6/6/84 (2,600 homes).

Oregon
Dunthorpe—no response to RFP.
Sylvan—awaiting additional legal opinions.

Pennsylvania
Philadelphia—city is divided into four areas; Area I award to Greater Philadelphia Cablevision; Area II award to Wade Communications; Area III award to Rollins; Area IV award to Comcast 11/84 (each area: 155,000 homes).

Rhode Island
Naval Education and Training Center—accepting proposals (2,900 homes).
Newport (Area 7 includes Middletown, Portsmouth, Tiverton, Little Compton)—Bellevue Cablevision Inc. awarded franchise. (29,500 homes).

Washington
Battle Ground—new ordinance drafted. Soliciting interest from operators.
Seattle—city is divided into four parts; Group W, Viacom and Seattle Community Cablevision serve overlapping sections of three parts; part IV is beginning franchising process.

Wisconsin
Hayward—award to Cable TV of Hayward (1,000 homes).
New Glarus—award to Telephone and Data Systems 7/84 (675 homes).
Waterford—award to Total TV 9/84 (600 homes).

Source: International Thomson Communications Inc.

Franchising in the top 50 markets

Rank	Market	Status of core city
1.	New York	Manhattan—2-OP; outer boroughs 8-FG
2.	Los Angeles	City is divided into 14 areas (A-n): 11-OP, 3-UC
3.	Chicago	City is divided into five areas: Area I-FG, Areas II, III-OP, Areas IV, V-FG
4.	Philadelphia	City is divided into four areas: Areas I, II, III, IV-FG
5.	San Francisco	OP (system to be upgraded)
6.	Boston	OP
7.	Detroit	FG
8.	Washington, D.C.	FG
9.	Cleveland	RP
10.	Dallas/Ft. Worth	Two systems-OP
11.	Houston	Two systems-OP
12.	Pittsburgh	OP
13.	Miami	OP
14.	Seattle/Tacoma	City is divided into five parts: (4-OP), (1-BP); Tacoma-OP
15.	Minneapolis/St. Paul	OP/UC
16.	Atlanta	OP
17.	St. Louis	OP/UC
18.	Tampa/St. Petersburg	OP/OP
19.	Denver	OP
20.	Baltimore	FG
21.	Sacramento/Stockton	OP/OP
22.	Indianapolis	Two systems-OP
23.	Portland	Three systems-OP
24.	Phoenix	Three systems-OP
25.	Hartford/New Haven	Two systems-OP
26.	Cincinnati	OP
27.	San Diego	Two systems-OP
28.	Kansas City	OP
29.	Milwaukee	OP
30.	Nashville	OP
31.	Charlotte	OP
32.	Buffalo	OP
33.	Providence/New Bedford	OP/OP
34	Orlando/Daytona Beach	Two systems-OP
35.	New Orleans	OP
36.	Memphis	OP
37.	Columbus	Four systems-OP
38.	Greenville/Asheville/Spartansburg	Three systems-OP
39.	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40.	Birmingham	OP
41.	Raleigh/Durham	Two systems-OP
42.	Oklahoma City	Two systems-OP
43.	Louisville	Two systems-OP
44.	Salt Lake City	OP
45.	San Antonio	OP
46.	Charleston/Huntington	Two systems-OP
47.	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48.	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49.	Wilkes Barre/Scranton	Two systems-OP
50.	Albany/Schenectady/Troy	Three systems-OP

Legend

OP — operational
UC — under construction
FG — franchise granted
FP — franchise pending
PS — proposal submitted
RP — request for proposals issued
RFP — request for proposals pending
MO — considering municipal ownership
BP — beginning process

Source: International Thomson Communications Inc.